LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 138F- (ADD 'EM UP) - Req. NO. 85664 - Page, 4/c - (9 3/4 x 11 1/4 inches)
Printed in U.S.A.
Supplements, 1985

New...Players Lights 25's

Add 'em up. $2.50 savings.

Super Saver Carton
Kings & 100's

Count 'em.
200
premium quality cigarettes for $1.50 less a carton.

Super Saver Carton $1.50* less

Bonus Coupon $1.00 off

+

Total Savings $2.50

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Kings: 10 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method

*MP's suggested retail price is $1.50 less than full-price brands. Not available in all areas.

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